

FIGURE 1

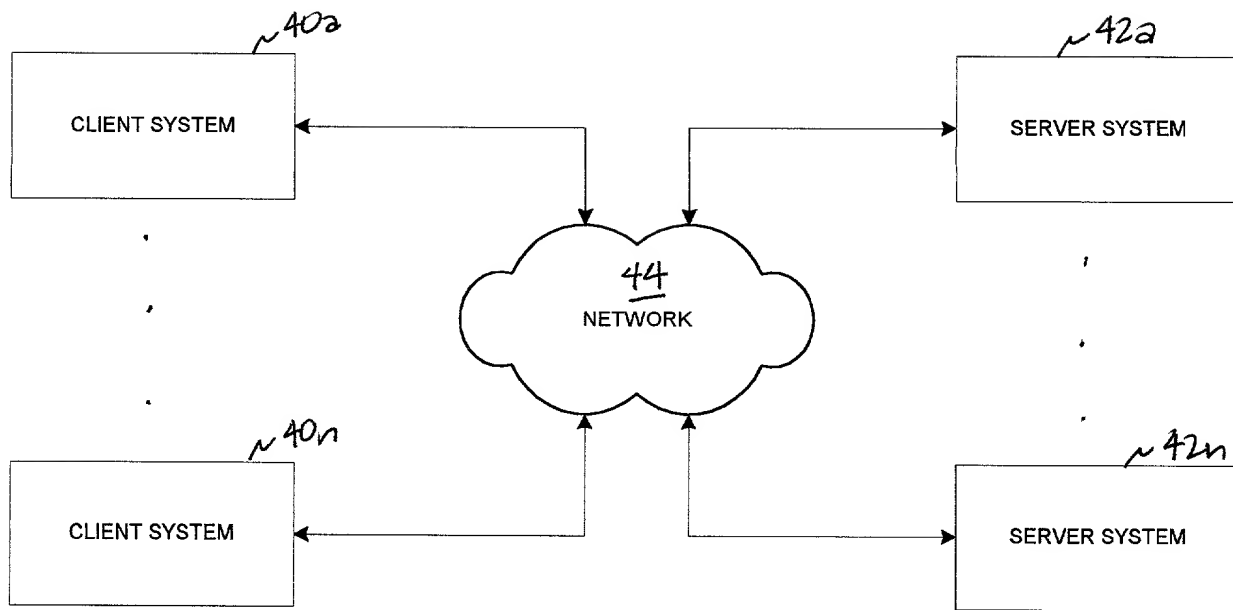


FIGURE 2

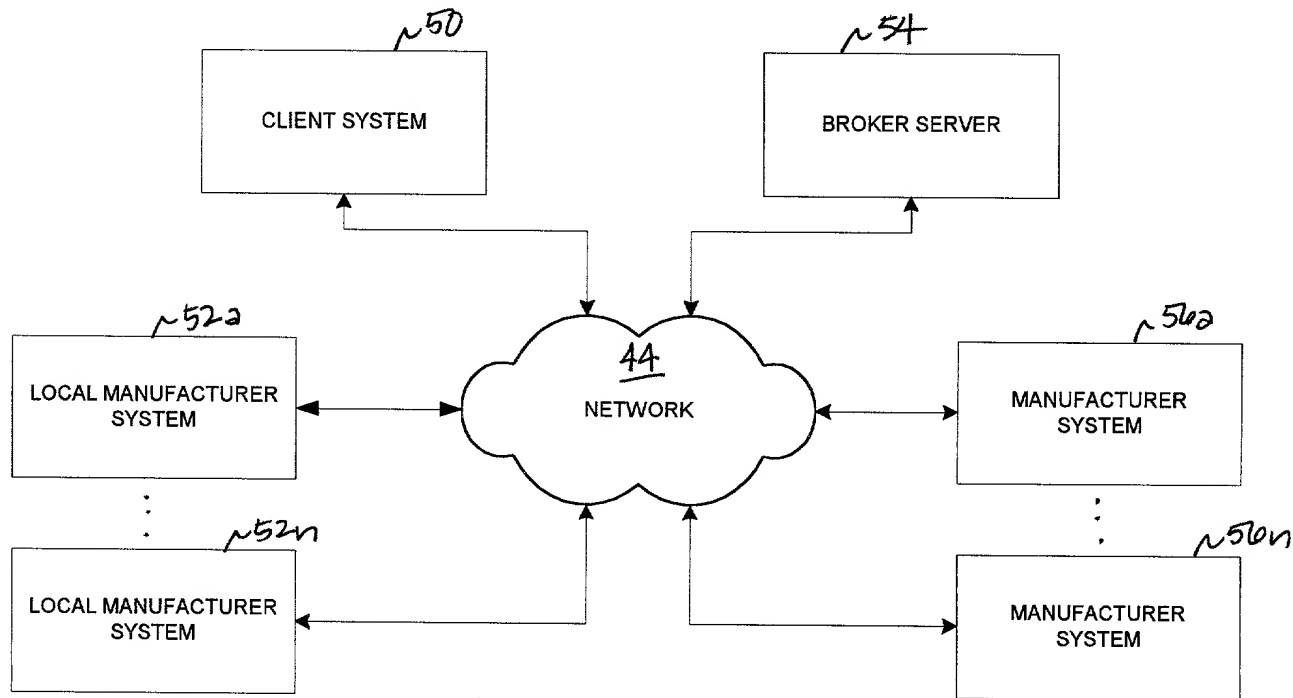


FIGURE 3

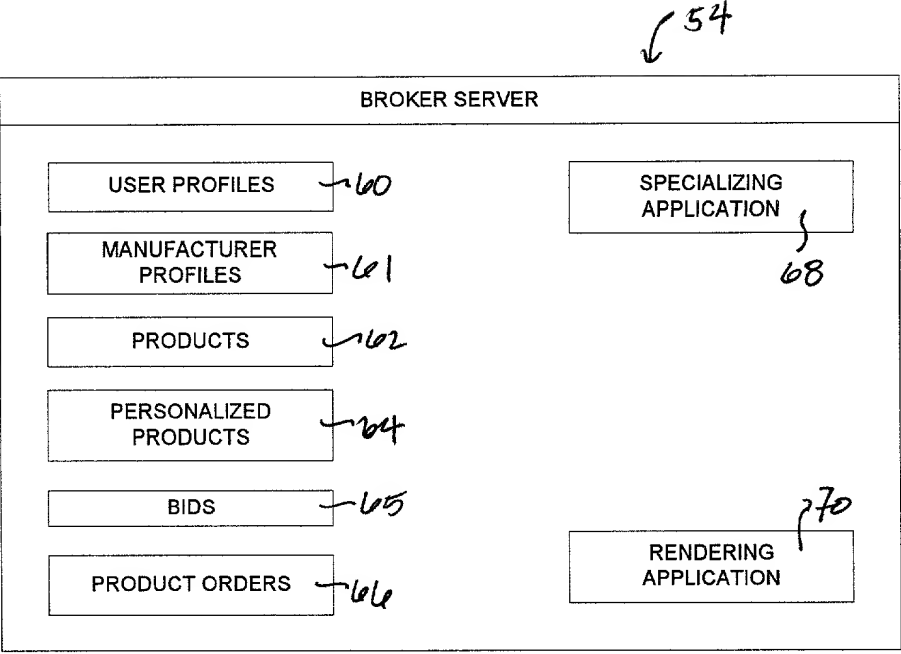


Figure 4

FIG. 5A

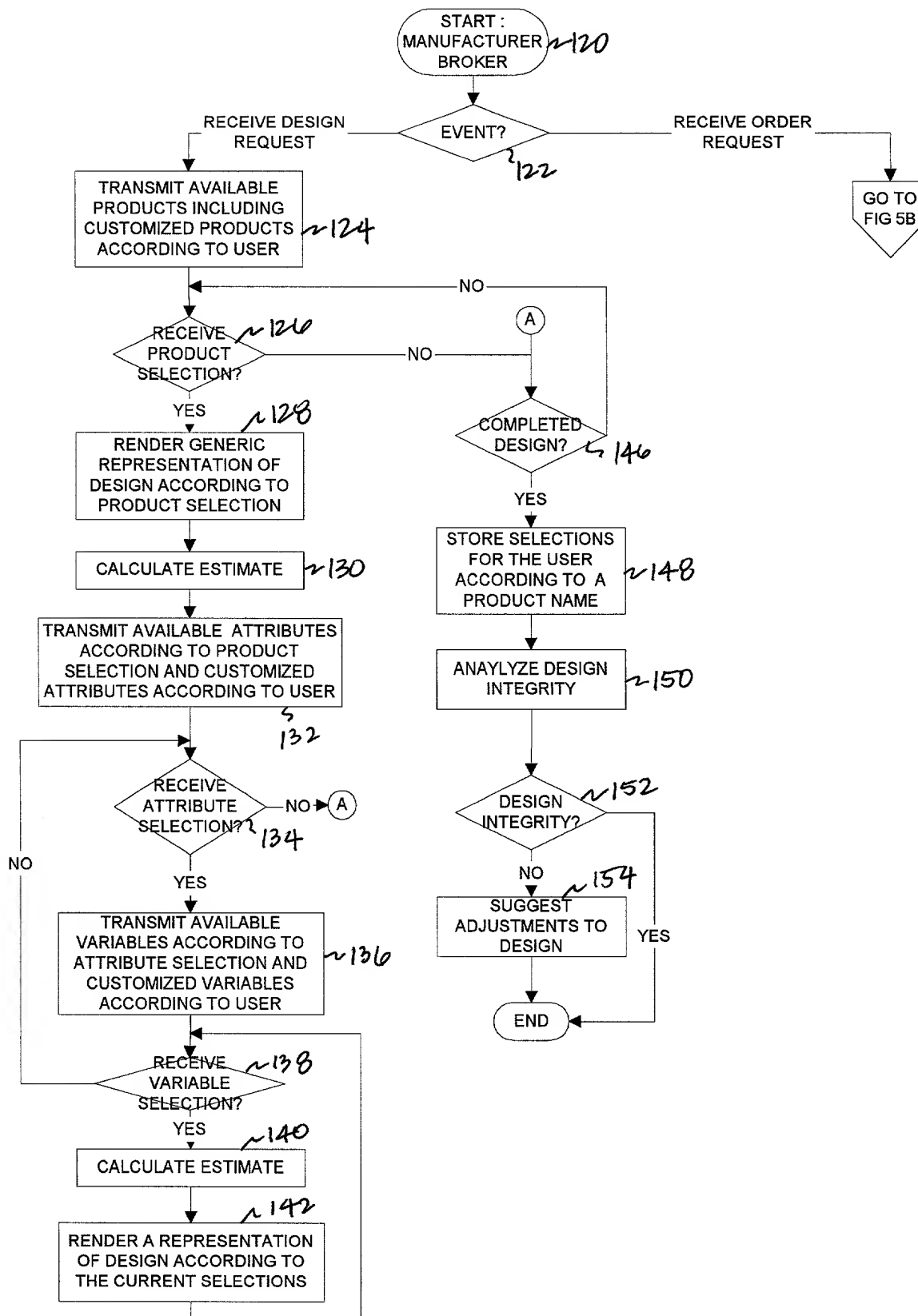


FIGURE 5A

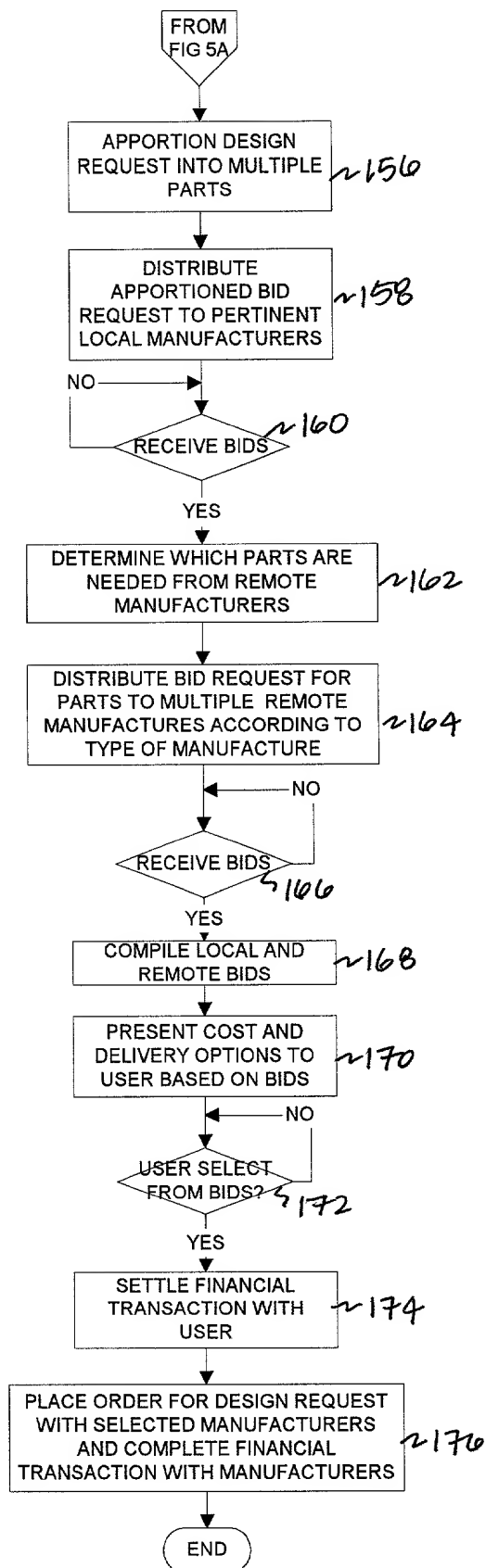


FIGURE 5B

FIG. 2900 "REDESIGN"

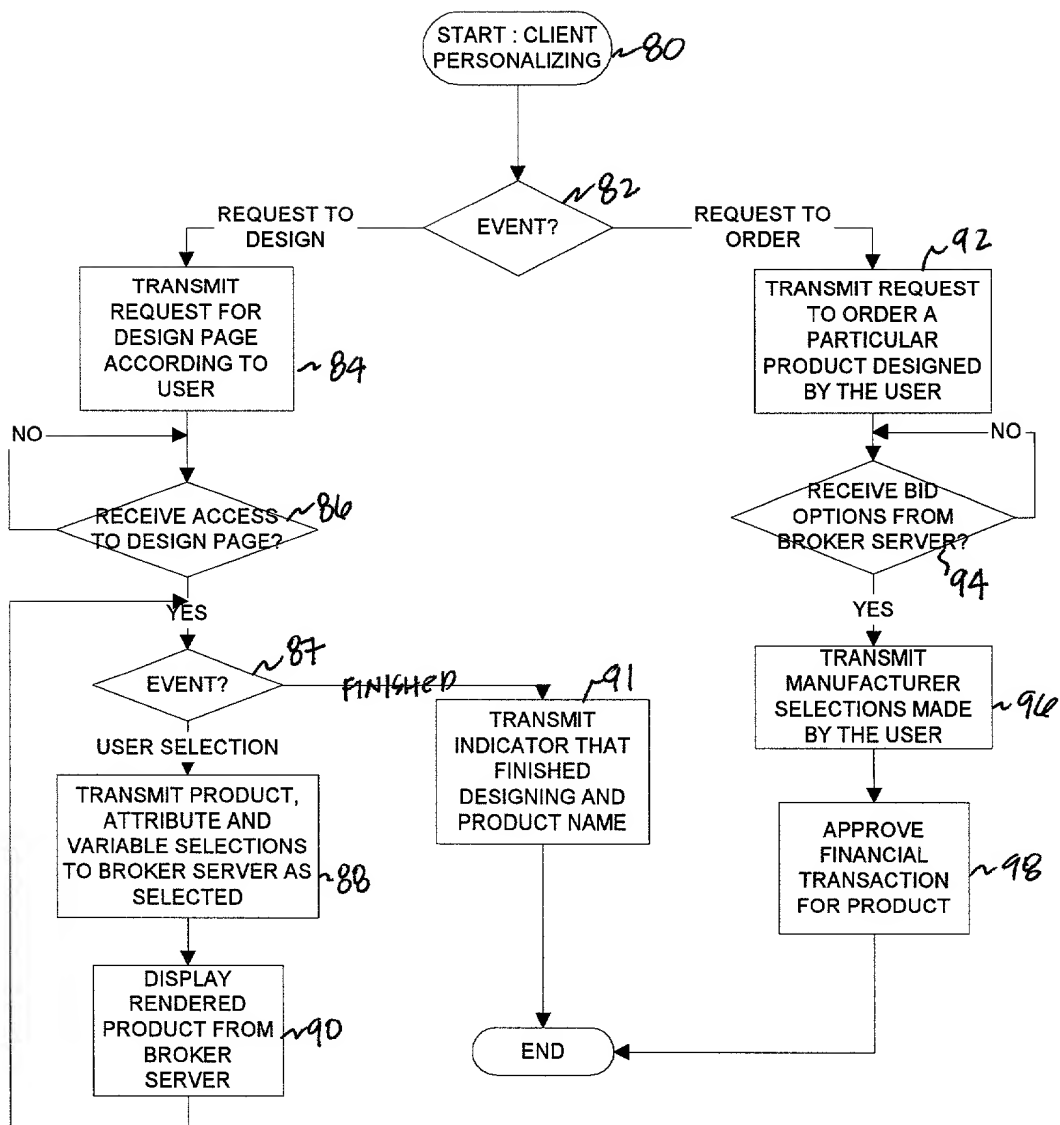


FIGURE 6

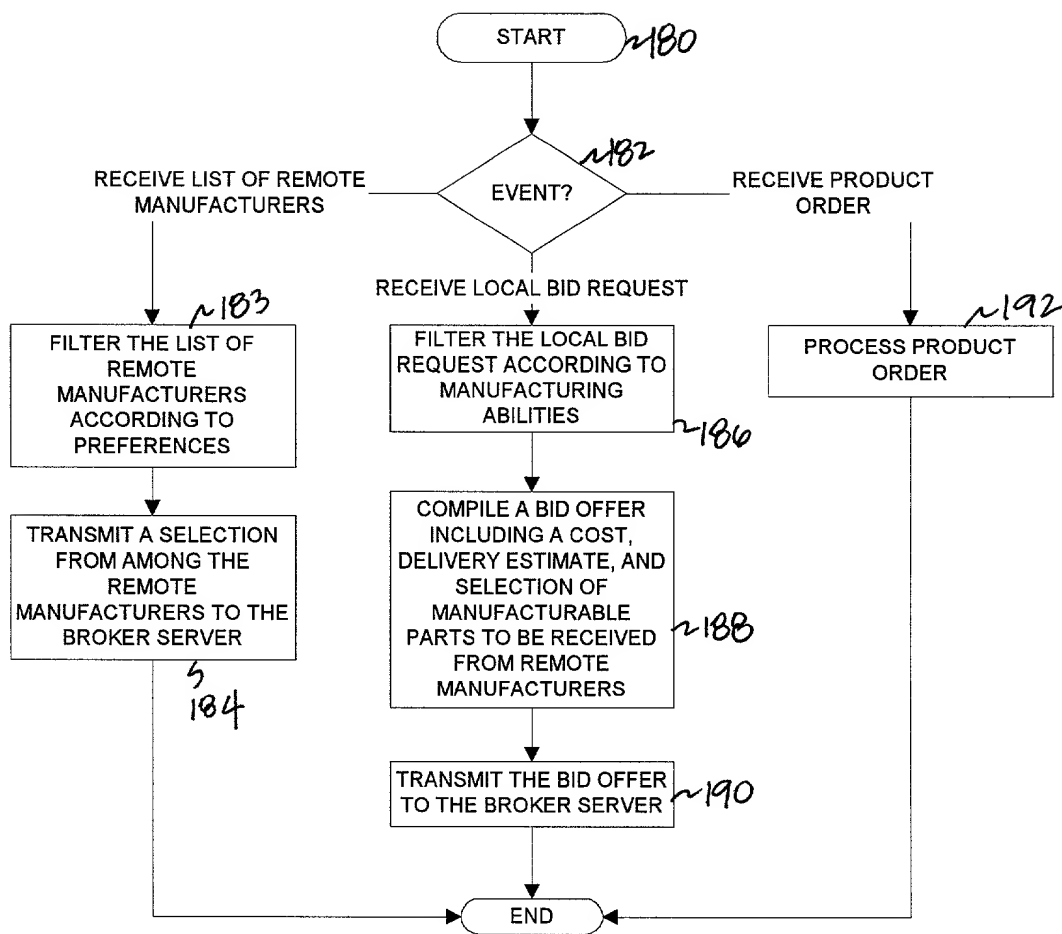


FIGURE 7

200

PRODUCT	ATTRIBUTE	VARIABLES	COST ESTIMATES	DESIGN ADVICE
Cake	Number of Cakes	1-30	\$2-\$10 per cake	Increase number of cakes rather than increasing size of cakes
Cake	Figurines	Traditional, Surfers, Bikers, Hikers, Tropical	\$40-\$100	Provide photo for custom figurines
Cake	Flavors	White, Strawberry, Milk Chocolate, Dark Chocolate	Fruit - add \$1 per inch	
Cake	Cake Shapes	Circle, Square, Triangle		Design integrity
Cake	Cake Sizes	2" - 40"	\$3 per inch	1 person per inch

Figure 8



106290" 2E56860

205

LOCAL MANUFACTURER ID	PRODUCT	SCOPE OF DELIVERY/PICK-UP	CONTACT
L111	Cake	50 miles	orders@L11.com
L222	Cake	40 miles	orders@L22.com
L333	Jewelry	20 miles	orders@L33.com

Figure 9

210

REMOTE MANUFACTURER ID	PRODUCT	ATTRIBUTE	CONTACT
101	Cake	Cake Shapes, Sizes	orders@cakeshapers11.com
102	Cake	Cake Shapes, Sizes	orders@cakeshapers22.com
103	Cake	Figurines	orders@cakefigurines33.com
104	Cake	Figurines	orders@cakefigurines44.com

Figure 10

222  
no

USER	PERSONAL INFORMATION	FINANCIAL INFORMATION	SHIPPING INFORMATION
AA11	John D Smith	CC# 1212-3434-5656	Address 1
BB11	Jane E Doe	Bank Account XX-99-023	Address 2

Figure 11

232  
230

USER	DESIGN ID	DESIGN NAME	PRODUCT
AA1	AACAKE	AA Wedding Cake	Cake
BB1	BBRING	BB Ring	Ring

Figure 12

240

DESIGN ID	ATTRIBUTE	VARIABLE SELECTION
AACAKE	Number of Cakes	10
AACAKE	Figurines	Customized Graphic AA1
AACAKE	Flavors	White
AACAKE	Cake Shapes	Triangle
AACAKE	Cake Sizes	30"

FIGURE 13

250

DESIGN ID	LOCAL MANUFACTURER ID	BID	REMOTE MANUFACTURER NEEDS
AACAKE	L111	\$1500	2 Triangle, 30" cake pans, special coated
AACAKE	L222	\$1200	4 Triangle, 30" cake pans Customized graphic AA1 figurines

FIGURE 14

TABLE 2.3.1 "2E656860"

202-8  
NO

DESIGN ID	MANUFACTURER ID	BID
AACAKE	101	\$15 per pan for 10 30" triangle pans
AACAKE	102	\$14 per pan for 10 30" triangle pans
AACAKE	103	Customized Graphic AA1 figurines from wax for \$80
AACAKE	104	Customized Graphic AA1 figurines from plastic for \$150

Figure 15